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PATENT AND TRADEMARK OFFICE

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PATENT APPLICATION

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OFFICIAL

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Group Art Unit: 2144

Confirmation No.: 6154

Examiner: Yemane M. Gerezgiher

Title: METHOD AND APPARATUS FOR DYNAMICALLY CONSTRUCTING  
CUSTOMIZED ADVERTISEMENTS

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

AMENDMENT

In response to the Office Action (Paper No. 8)  
dated February 12, 2004, please consider the following  
remarks:

Remarks begin on page 2 of this paper.